



BRAND GUIDELINES

June 2013

INTRODUCTION

The uVu brand guidelines are more than a collection of logos, colors and copy points. They convey the distinctive tonality and look of the brand, so we can all communicate uVu with the same precision we use to make our products.

It is essential that the logo is consistently applied across all of our communications. It is the most visible and recognizable element of the brand's identity. This document contains the Dos and Don'ts when using the uVu Technologies brandmark across different touchpoints.

CORPORATE LOGO

Horizontal and stacked Corporate logos are both available for use based on layout requirements. For example, the horizontal version is used on the corporate website to fit the horizontal navigation design scheme.

NOTE: The stacked logo is only available for the parent uVu Technologies and not the divisions.



BRAND UMBRELLA

The uVu Technologies brand is supported by three divisions: Packaging, Instruments and Digital. Each division has its own logo and color scheme. When developing uVu Technologies communications that encompass all divisions, use the primary green brand mark.

LOGO BUG

The uVu logo bug may be used alternatively in applications where reproduction prohibits the use of "technologies," eg; social media, lid imprints, etc.

Corporate



Packaging



Instruments



Digital



COLOR PALETTE

A consistent color palette unifies all communications. Working in tandem with the brandmark, color conveys character, tone, symbolism and emotion – all which help to define and make the uVu name and brand memorable.

ESPRESSO: Unifying Brand Color

*Quality
Stability*

PMS (Coated) **462C**
PMS (Uncoated) **1545U**
C **50** M **70** Y **100** K **50**
R **75** G **52** B **22**
HEX **4B3416**

LATTE (Logo Highlight Only)

PMS (Coated) **462C @ 60%**
PMS (Uncoated) **1545U @ 60%**
C **28** M **43** Y **65** K **20**
R **157** G **123** B **88**
HEX **9D7B58**

LIME: Technologies Division Primary Color

*Sustainability
Growth
Reliability*

PMS (Coated) **376C**
PMS (Uncoated) **382U**
C **60** M **0** Y **100** K **0**
R **132** G **189** B **0**
HEX **84BD00**

ORANGE: Packaging Division Primary Color

*Creativity
Determination
Success*

PMS (Coated) **471C**
PMS (Uncoated) **1525U**
C **0** M **70** Y **100** K **25**
R **182** G **86** B **20**
HEX **B65614**

TEAL: Instruments Division Primary Color

*Technology
Precision*

PMS (Coated) **3135C**
PMS (Uncoated) **3135U**
C **100** M **0** Y **37** K **7**
R **0** G **138** B **153**
HEX **008A99**

VIOLET: Digital Division Primary Color

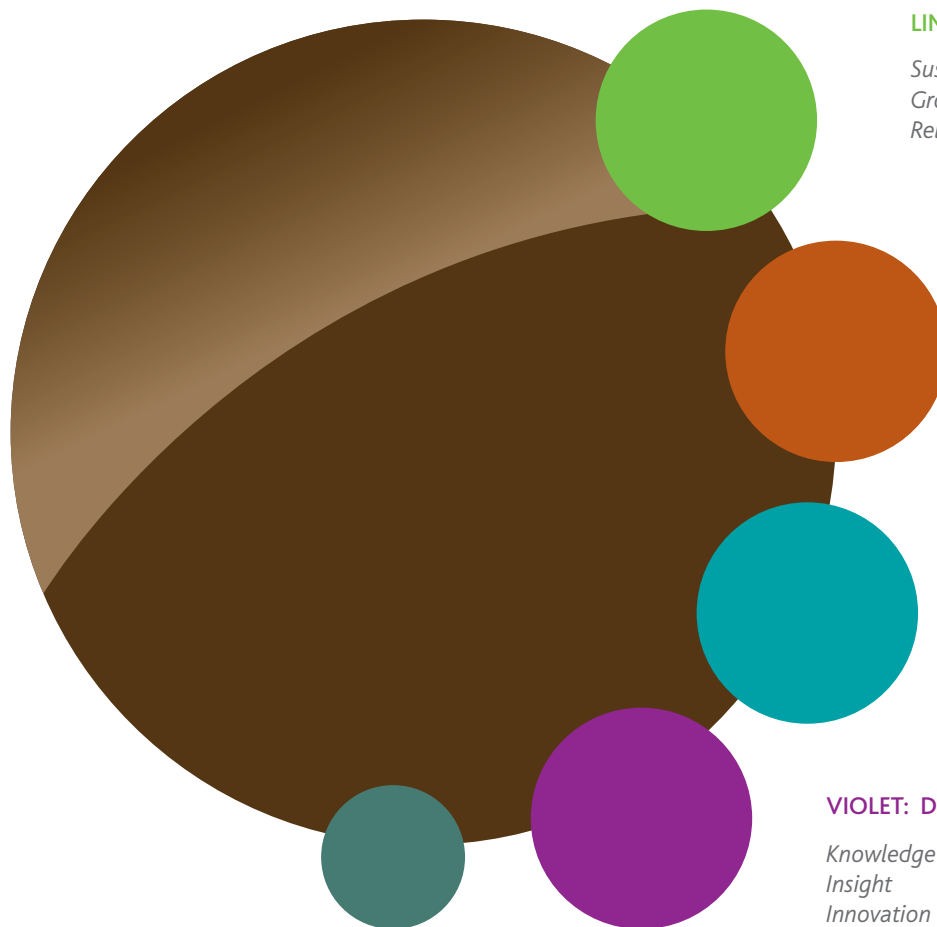
*Knowledge
Insight
Innovation*

PMS (Coated) **254C**
PMS (Uncoated) **253U**
C **50** M **100** Y **0** K **0**
R **152** G **0** B **139**
HEX **98008B**

SLATE: Neutral Brand Secondary Color

*Durability
Functionality*

PMS (Coated) **444C**
PMS (Uncoated) **445U**
C **70** M **30** Y **50** K **20**
K **70** (alternative)
R **113** G **124** B **125**
HEX **717C7D**



PERMITTED VARIATIONS

Corporate and Division logos may be used in any of the following color variations:



FULL COLOR (PREFERRED USAGE)

The uVu logo bug is Espresso with a gradient highlight. The "eyelet" graphic above the "u" and division name is colored per the appropriate division. Background should be white or light colored. Available in PMS, 4-color CMYK, and RGB.



FULL KNOCK OUT

If the materials utilize a limited color palette, or a palette not within brand with a dark background, the entire logo may knock out. It may be used in PMS, 4-color, RGB, and black-only materials, but ONLY as restraints require its use. This solid logo may also be used as a template for die-cutting and embossing.



PARTIAL KNOCK OUT OVER DIVISION COLOR

The uVu logo may partially knock out of a background if the background color is the division-specific color. (Packaging should knock out of Orange, Instruments should knock out of Teal, and Digital should knock out of Violet.) The "eyelet," "u," "Vu," "Technologies" and division name knock out, while the gradient box remains unchanged. Available in PMS, 4-color, and RGB.



BLACK & WHITE

If the materials are black only, this greyscale version may be used. The gradient is simplified to a solid grey for better reproduction in black and white.



PARTIAL KNOCK OUT OVER ESPRESSO

The uVu logo may partially knock out of an Espresso background. The "eyelet" stays the division-specific color, but the rest of the logo knocks out. Available in PMS, 4-color, and RGB.



SPECIALTY

A non-gradient color logo is available for applications where production quality inhibits use of the gradient, such as embroidery on uniforms and other premiums. Do not use this logo if the gradient logo can be used without loss of quality. Available in PMS only.

THE BRAND NAME IN BODY COPY

Pronounced “you view”, uVu should always be featured as a lowercase u, followed by uppercase V, followed by lowercase u. Depicted as such: uVu. The letters uVu should never be used in all capital letters.

The first time the brand name appears in body copy, it should be spelled out as uVu Technologies. At each point thereafter, it can be abbreviated in the form of uVu.

When using uVu with a division or product name, always capitalize the name. There should also be a space between uVu and the division name. For example: uVu Packaging. When referencing product names in body copy, the descriptor name should be listed in front of the brand name as follows: Hot Lids by uVu Technologies.

FONTS

The uVu logo fonts are customized and should not be keyed in or recreated.

The Bliss font family is the primary font that can be used in body copy and headlines. Bliss comes in a variety of weights and styles. Light and Bold are shown below:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890?!

For applications when Bliss is not available, such as live copy online, use Helvetica or Arial as an alternative.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890?!

MINIMUM SIZE

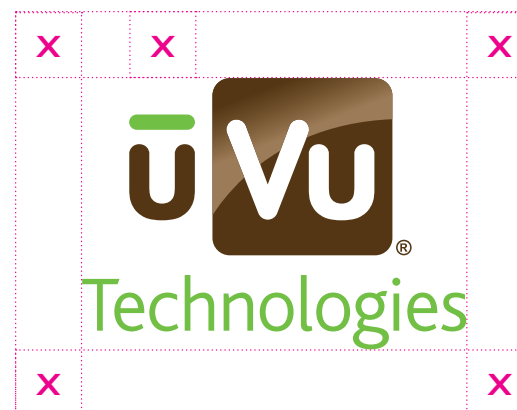
To ensure legibility, please adhere to these minimum size standards.



Minimum size is determined by the height of the Vu box, regardless of logo variation or division.

MINIMUM CLEAR SPACE

This is the space around the logo. It is important to make sure there is clear space around the logo to ensure legibility.



“X” is equal to the width of the colored “eyelet” graphic.

PRODUCT NAMES

Product names should appear as type treatments rather than logo lock-ups. The product name should be color coordinated to the division the product belongs to. For example below, ToolVu belongs to the Instruments division and therefore, is teal.

ToolVu™

Color

ToolVu™

Black only

ToolVu™

Knock out

PRODUCT NAMES IN BODY COPY

When using the product name ToolVu in copy, always capitalize the "T" and the "V." Never type in all caps. There should be no spaces between letters, and always treat ToolVu as one word.

PRODUCT NAME WITH DIVISION LOGO

When a product name and division logo are used together, the product name should be endorsed by the ToolVu logo. NOTE: A product name should never be locked-up with the uVu logo.



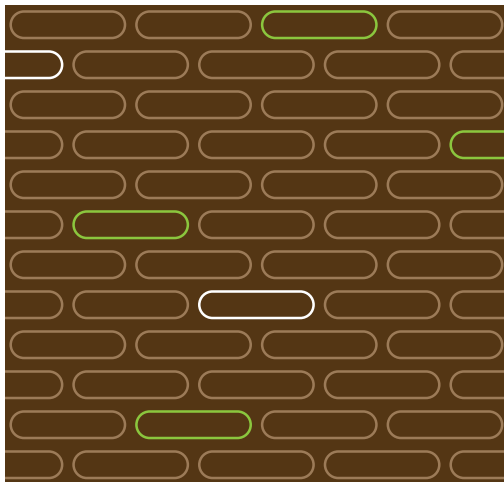
DON'Ts



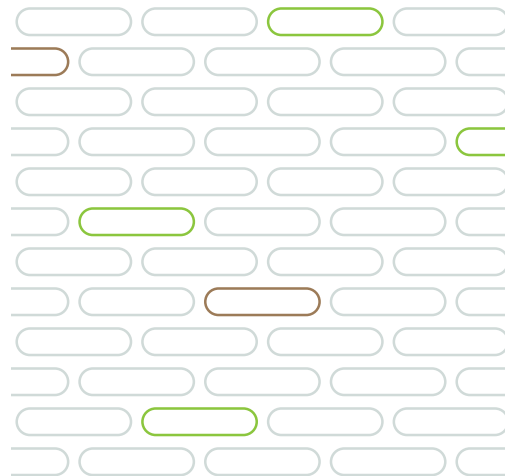
EYELET PATTERN

Although most of the brand “look” for uVu features crisp white space and dramatic photography, there are some occasions where additional texture can be featured to ground the design. The eyelet pattern may be utilized for this purpose.

This graphic has been versioned for multiple corporate and division-specific uses.



CORPORATE LIME ON ESPRESSO

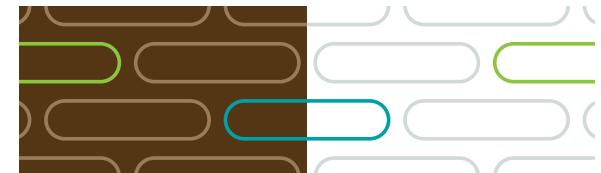


CORPORATE LIME ON WHITE

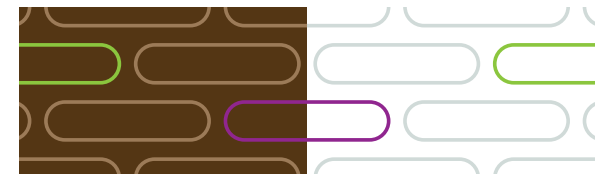
VARIATIONS



PACKAGING LIME/ORANGE



INSTRUMENTS LIME/TEAL



DIGITAL LIME/VIOLET

SOCIAL MEDIA AVATARS

For Social Media Avatars, it is not necessary to use the division name. If the avatar is for corporate or multiple/all divisions, use the lime Technologies logo without the word Technologies. If the avatar is for a specific division, use the division logo.



Avatar shown in lime for corporate or multiple/all divisions.



For social media dedicated to specific products or products within a division, use the appropriate colored logo. (Packaging-specific avatar shown in orange.)

DON'Ts

DO NOT CHANGE THE COLORS WITHIN THE LOGO



DO NOT ADD ANY EFFECTS OR FILTERS TO THE LOGO



DO NOT STRETCH OR DISTORT THE LOGO



DO NOT ATTEMPT TO RECREATE THE LOGO



DO NOT PLACE PRODUCT NAME NEXT TO LOGO



DO NOT STACK SUBDIVISION LOGOS



DO NOT PLACE LOGO ONTO COMPLICATED IMAGES OR BACKGROUNDS



DO NOT CROP THE LOGO OR ELIMINATE PARTS OF THE LOGO



DO NOT FILL THE LOGO WITH UNAPPROVED GRADIENTS, PATTERNS, COLORS OR PHOTOS

